

Q.M.
- BSA
- (File with Advertising Regulations)

JACK E. HOOD
CHAIRMAN
LEROY H. HITTLE
MEMBER OF THE BOARD
DON CLONINGER
MEMBER OF THE BOARD

Legal Division ✓

ADVERTISING REGULATIONS
Resolution 17, Order No. 10



DANIEL J. LVAHL
GOVERNOR

Washington State Liquor Control Board

POST OFFICE BOX 1100
Olympia, Washington 98501
27 October 1970

FOR IMMEDIATE RELEASE

New regulations governing the advertising of liquor were adopted by the State Liquor Control Board today. They will go into effect Nov. 27.

The new regulations will bring Washington State into general conformity with the so-called Uniform Advertising Code which several other states have adopted.

Thus, an advertising agency in New York or Chicago, preparing a liquor advertisement for nationwide use will not have to make as many changes, as in the past, to conform to regulations in the State of Washington.

One of the changes will eliminate the present prohibition against use of direct mail for advertising liquor. It was eliminated at the request of wine retailers who said their customers want to be kept informed, by mail, of various vintages of wines as they become available.

Another proposed change would liberalize the use of novelty advertisements. Novelty advertising brands of spirituous liquors, wines or beers would still be prohibited from use, distribution or sale on licensed retail premises, including restaurants, hotels, taverns and grocery stores. The novelty items could be made available to the public, however, through non-licensed retail outlets, or by direct mail from the distillery, winery or brewery offering the novelties.

The changes were adopted after several months of study and review by staff members of the Liquor Control Board, and after consultation with representatives of press, radio, television, licensed brewers, licensed liquor retailers and others.

Jack Hood, Chairman of the Board, described the changes as "progressive."

Leroy Hittle, Member of the Board, said "Today's action represents the most significant change in liquor regulations since the liquor board authorized the sale of liquor on Sundays three years ago."

esp to Costco RFP 2938 changes will bring our advertising regulations into tune with the times."

PLAINTIFF'S EXHIBIT	
CASE NO.	CV04-0360P
EXHIBIT NO.	321

TX321_001